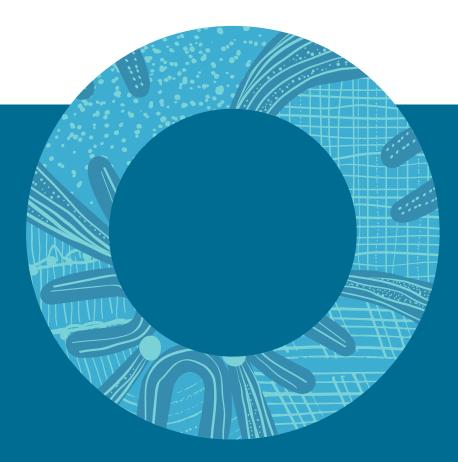# University of Canberra

SOCIAL MEDIA MARKETING TONE OF VOICE 2022

SOCIAL MEDIA OBJECTIVES

Grow UC online community

Our main objective remains to build and grow an online UC community. We will do this by creating a range of multimedia and engaging content fit-for-purpose for our social media channels. The content will need to be relevant, informative, educational and entertaining, and add to the already established narrative we are telling about UC and its people. Content will also be positive and supportive, by highlighting achievements, partnerships, successes, challenges, togetherness, and so on. The aim is to celebrate 'UC' in all its forms both physical (via campus, associations, groups, events, faculties, students, staff, etc) and virtual (social media, web, online learning).

Grow UC online brand presence

We will continue to build the UC brand online by highlighting that UC is open and ready for people to take the next step in their studies or careers. We will do this directly by assisting with/ promoting marketing campaigns where necessary and relevant. We will also do this indirectly by producing engaging 'people-first' content that adds to the UC narrative. Sharing the university's accomplishments against those of our competitors will also be important to promote a positive and strong brand.

@unicanberra

@unicanberra

Establish a UC sharing hub

We want to establish ourselves as the central hub and experts for all-things UC social media. We will work closely with UC affiliated channels and UC staff channels to cross promote content and ensure all content is on brand and serves our purpose/objective. We will work closely and build relationships with internal and external stakeholders to ensure social media is a key element in the planning stages of projects and the social media team remains well informed about what is happening at UC.

The social media team will also offer up-to-date training, advice and assistance for all staff/faculties/associates regarding social media accounts, strategy and content.

@unicanberra

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TYPES OF SOCIAL MEDIA CONTENT

FACEBOOK

- Student/alumni/staff stories/profiles and photos
- UC news (newsroom and UnCover)
- UC events
- UC group and association specific content
- UC resources and services information
- Campus photos
- Videos
- Third party media content
- Marketing campaigns

INSTAGRAM

- Student/alumni/staff stories/profiles and photos
- UC events
- UC group and association specific content
- UC resources and services information
- Campus photos
- Videos (short and snappy)
- Marketing campaigns
- Behind the Scenes
- User-generated

LINKEDIN

- Student/alumni/staff stories/profiles and photos
- UC news (newsroom and UnCover)
- UC resources and services information
- Campus photos
- Videos
- Third party media, research and academic content
- Marketing campaigns

TYPES OF SOCIAL MEDIA CONTENT

TWITTER

- Student/alumni/staff stories/profiles and photos
- UC news (newsroom and UnCover)
- UC events
- Third party media, research and academic content
- Podcasts and other relevant multimedia
- Videos

TIKTOK

- Humorous short-form videos
- Snappy how-to videos
- Student life videos
- Faculty-specific videos

UC SOCIAL MEDIA TONE OF VOICE

CHARACTER/PERSONA

Local Canberra   **Inspirational**
Professional   **Academic**
Friendly   **Quirky**
Supportive   **Understanding**
Experts in research   **Creative**
Authentic

TONE

Empowering
knowledgeable   **Uplifting**
Fun   **Motivational**
humorous   **Informative**
Light-hearted   **Encouraging**

LANGUAGE

Simple   **Narrative/story-based**
Positive   **UC-focused**
Concise   **People centred**

PURPOSE

Engage   **Support**
Inform   **Inspire**
Entertain   **Innovate**
Encourage

UC BRAND VOICE

Culture (what does UC stand for?)

UC is a university that offers a diverse and flexible environment for study and work. As in our mission statement, as a university anchored in Australia's capital, we work with government, business and industry to serve communities and nation. And to be the capital's educational window to the world.

Community (what kind of community do we want to create/engage with?)

UC aims to build a wholesome community of past, present, and future students and staff, as well as previous, current and prospective partnerships and stakeholders that may have invested interests in the university. Our aim is to produce a sense of connection between our people and the university so that they always feel like they belong to the 'UC experience'.

Conversation (what is our personality and authenticity? What can we offer?)

On social media UC is a storyteller aiming to connect its community by sharing information, news, events, narratives, research and other content that informs, engages and entertains its audience. UC also uses its strong connection to Canberra to harness and share stories about the Aussie capital and UC's place within it. Our stories take a people-first approach to ensure familiarity and relativity.

UNIVERSITY OF CANBERRA

FACEBOOK

TONE OF VOICE FOR FACEBOOK: COMMUNITY STORYTELLER

The community storyteller has a friendly, uplifting and playful tone, interested in building our relationships with existing audiences.

The community storyteller is simply here to share the best of UC and to inform it's audience about the most up-to-date UC stories and news.

As the community storyteller, we aim to bring together our partnerships, our researchers, our alumni, our students, our staff, our faculties, and so on, all the while cementing our position within the Canberra community (and beyond).

By sharing UC stories, our tone is positive, supportive, proud, encouraging, proactive and light-hearted. Our aim is to help the UC community where we can but also thrive in the connection to/of this community.

The community storyteller knows what is going on and where and wants the UC community to be a part of it.

TARGET AUDIENCE

- University students (current and prospective, domestic and international)
- Alumni
- Academic staff
- Professional staff
- Parents
- UC partners and business stakeholders
- Canberra Community

INSTAGRAM

TONE OF VOICE FOR INSTAGRAM:
The COMMUNITY CHEERLEADER

The community cheerleader is interested in supporting and cheering on its community with a friendly, encouraging, and bold tone.

The community cheerleader loves to tell UC stories and share them with as many people as possible.

This is why the cheerleader is interested in sharing UC success stories and spotlights students, staff, academics, alumni, partnerships and so on.

At times this involves encouraging our audience to participate and share their own UC-specific content.

The cheerleader is also a UC campus enthusiast and enjoys sharing events, news, and other campus-related content.

The cheerleader is also the first to inform its community of any news in a friendly, 'have you heard this yet?' kind of manner.

Most important, the cheerleader isn't afraid to stand up for it's community and promote the wonderful things UC may be involved in.

The cheerleader's tone can be quirky and sassy at times, with a tongue-in-cheek approach to content where relevant.

TARGET AUDIENCE

- University students (current and prospective).
- High school students
- UC staff
- UC partners and business stakeholders
- Canberra locals

LINKEDIN

TONE OF VOICE FOR LINKEDIN: PROFESSIONAL EXPERT

The professional expert has a direct and simple tone that focuses on informing it's audience about the latest in UC research, campus, study, faculties, teaching, news, and so on.

In sharing the latest professional news, we aim not only to inform but also to lead in each perspective field by spotlighting our experts and professional staff.

As an industry/academic leader, we also aim to give credit to the successes and achievements of our colleagues, partners, alumni, current students and staff, and stakeholders.

Our tone is friendly, supportive, professional, with a little sass added in for good measure every now and again.

Remember, it is the UC community doing the work, our job is simply to share and support them.

TARGET AUDIENCE

- University post-grad students (current and prospective).

- Alumni

- Academic staff

- Professional staff

- Industry

- UC partners and business stakeholders

TWITTER

TONE OF VOICE FOR TWITTER:
EXPERT AND ACADEMIC

The expert and academic is interested in sharing the latest UC (and affiliate) news, whether relating to research projects, academic achievements, student achievements, or faculty achievements.

The tone is journalistic and direct with a focus to simply get the news out there as soon as possible.

The expert and academic isn't afraid to spark debate and aims to be picked up by local, national and international news outlets.

The news shared is directly linked to the UC NewsRoom and aims to drive national conversation.

The expert and academic writes focused and concise content that always has a hook to entice it's audience to 'read more'.

TARGET AUDIENCE

- University post-grad students (current and prospective).

- Alumni

- Academic staff

- Journalists

- Canberra community

- Industry

TIKTOK

TONE OF VOICE FOR TWITTER: THE SASSY UNIVERSITY STUDENT

The sassy university student takes a similar form to Instagram's community cheerleader.

The sassy university student is interested in supporting the UC community and telling UC stories through a humorous lens.

The tone of voice is quirky, tongue-in-cheek style, telling stories and sharing university experiences that may be hyperbolised for effect.

The sassy university student isn't afraid to be bold and set trends, loves to make people laugh by sometimes making fun of itself.

TARGET AUDIENCE

- Current and prospective university students
- High School students
- Social media influencers

The University of Canberra acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce Campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.